Institute Council
Fall Enrollment Update

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Senior Vice President, EMCS

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Overview

- Market & goals
- Projections
- Indicators for fall
Key Messages

- RIT is among leading private universities in US
- RIT is selective
- RIT is becoming more diverse
- RIT’s brand recognition continues to emerge nationally and globally
- RIT’s well-being is heavily enrollment dependent
- Enrollment results are the result of recruitment and retention efforts
- Changing market forces must be weighed carefully as RIT plans and implements its enrollment strategies
Institutional Goals

- Improve/maintain quality
- Become more selective
- Become more national
- Improve gender balance
- Enhance ethnic diversity
- Distribute enrollments appropriately within RIT
- Improve persistence and graduation rates
Context

• These are challenging times in enrollment and marketing
  – Economy
  – Demographic shifts and decline
  – Government policies
  – Competition
  – Price sensitivity
The Power of 1: High stakes at the margin

- Impact of a 1% (+/-) yield change
  - Graduate = 29 students
  - Transfer = 16 students
  - Freshmen = 94 students

- Impact of a 1% (+/-) change in persistence rates
  - Freshmen = 27 students
  -Persisters = 108 students

- History tells us what is prudent
Fall Outlook:
Goals & Indicators of Progress
Fall Quarter Enrollment - 1994 - 2012*

<table>
<thead>
<tr>
<th>Year</th>
<th>FTE (+69%)</th>
<th>Headcount (+47%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1994</td>
<td>8,841</td>
<td>12,248</td>
</tr>
<tr>
<td>1995</td>
<td>9,175</td>
<td>12,600</td>
</tr>
<tr>
<td>1996</td>
<td>9,436</td>
<td>12,936</td>
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<tr>
<td>1997</td>
<td>9,899</td>
<td>13,230</td>
</tr>
<tr>
<td>1998</td>
<td>10,315</td>
<td>13,517</td>
</tr>
<tr>
<td>1999</td>
<td>10,842</td>
<td>14,151</td>
</tr>
<tr>
<td>2000</td>
<td>11,372</td>
<td>14,642</td>
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<tr>
<td>2001</td>
<td>12,018</td>
<td>15,160</td>
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<tr>
<td>2002</td>
<td>12,322</td>
<td>15,312</td>
</tr>
<tr>
<td>2003</td>
<td>12,359</td>
<td>15,334</td>
</tr>
<tr>
<td>2004</td>
<td>12,336</td>
<td>15,200</td>
</tr>
<tr>
<td>2005</td>
<td>12,694</td>
<td>15,557</td>
</tr>
<tr>
<td>2006</td>
<td>13,128</td>
<td>15,989</td>
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<tr>
<td>2007</td>
<td>13,441</td>
<td>16,494</td>
</tr>
<tr>
<td>2008</td>
<td>13,788</td>
<td>16,773</td>
</tr>
<tr>
<td>2009</td>
<td>14,236</td>
<td>17,206</td>
</tr>
<tr>
<td>2010</td>
<td>14,573</td>
<td>17,652</td>
</tr>
<tr>
<td>2011</td>
<td>14,938</td>
<td>17,998</td>
</tr>
<tr>
<td>2012</td>
<td>15,315</td>
<td>15,200</td>
</tr>
</tbody>
</table>

*projected
## Fall 2012 Projections

<table>
<thead>
<tr>
<th></th>
<th>20111 Actual</th>
<th>20121 Projected</th>
<th># Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>17,652</td>
<td>17,998</td>
<td>+346</td>
<td>+2.0%</td>
</tr>
<tr>
<td><strong>Total FTE</strong></td>
<td>14,539</td>
<td>14,938</td>
<td>+399</td>
<td>+2.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>20111 Actual</th>
<th>20121 Projected</th>
<th># Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>14,759</td>
<td>15,077</td>
<td>+318</td>
<td>+2.2%</td>
</tr>
<tr>
<td><strong>Total FTE</strong></td>
<td>12,682</td>
<td>13,063</td>
<td>+381</td>
<td>+3.0%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>20111 Actual</th>
<th>20121 Projected</th>
<th># Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>2,893</td>
<td>2,921</td>
<td>+28</td>
<td>+0.9%</td>
</tr>
<tr>
<td><strong>Total FTE</strong></td>
<td>1,857</td>
<td>1,875</td>
<td>+18</td>
<td>+1.0%</td>
</tr>
</tbody>
</table>
Adjustments for 20121 budget planning

• Adjustments (e.g.)
  – NTID
  – International locations
  – English Language Institute
  – Project Lead the Way
  – Ph.D. programs

• Budget planning FTE for 20121
  – Undergraduate +125 FTE
  – Graduate +25 FTE
Context

- The freshman class is just one part of an integrated enrollment plan

Fall 2012 Projected Enrollment Distribution

- New = 6,331
- Persisters = 10,777
- Total = 17,998

Distribution of New Fall Entry Students

- Returning = 11,667
- Transfers = 1,812
- Freshmen Day Colleges = 4,207
- International Campuses = 1,072
- Non-degree Students = 1,437
- NTID = 95
- Graduate Students = 3,948

- Each element is critical as RIT operates within a 1% variance in enrollment planning
Preliminary Indicators of Progress

Final profile information is produced based on 21-Day Results
Preliminary Indicators

- Good shape overall
- Record applications for admission
- Reduced admit rates
- Positive deposit picture
- Positive fall-to-spring persistence of freshmen
- Successful spring new student entry completed
- Caution
  - Summer remains critically important
Spring Quarter 2012 Indicators

- Spring quarter enrollment +242.7 FTE (vs. 324 in fall)
- Overall spring registrations from new incoming students +21% (from 292 to 356)
- Fall to spring retention rates are positive
  - 8 College rate = 95.3%
  - AALANA Students = 93.9%
  - Men = 94.7%
  - Women = 96.6%
Record Applications (as of May 1)

<table>
<thead>
<tr>
<th>Undergraduate Applications*</th>
<th>2011</th>
<th>2012</th>
<th>Δ</th>
<th>%Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshmen</td>
<td>15,730</td>
<td>16,474</td>
<td>+744</td>
<td>+5%</td>
</tr>
<tr>
<td>Transfers</td>
<td>2,446</td>
<td>2,414</td>
<td>-32</td>
<td>-1%</td>
</tr>
<tr>
<td>Totals</td>
<td>18,176</td>
<td>18,888</td>
<td>+712</td>
<td>+4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Undergraduate Applications*</th>
<th>2011 Year</th>
<th>2012 Year</th>
<th>Δ</th>
<th>%Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annualized to date</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freshmen</td>
<td>16,085</td>
<td>16,935</td>
<td>+850</td>
<td>+5%</td>
</tr>
<tr>
<td>Transfers</td>
<td>3,309</td>
<td>3,300</td>
<td>-9</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Totals</td>
<td>19,394</td>
<td>20,235</td>
<td>+841</td>
<td>+4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graduate Applications*</th>
<th>2011</th>
<th>2012</th>
<th>Δ</th>
<th>%Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall only</td>
<td>3,815</td>
<td>4,232</td>
<td>+417</td>
<td>+11%</td>
</tr>
<tr>
<td>Annualized</td>
<td>4,683</td>
<td>5,238</td>
<td>+555</td>
<td>+12%</td>
</tr>
</tbody>
</table>

* Excludes international campuses
Profile: 2012 Freshmen by College

- CIAS: 14%
- CAST: 10%
- NTID: 10%
- Science: 7%
- Saunders: 4%
- Golisano: 24%
- Gleason: 23%
- Liberal Arts: 4%
- Health Sciences & Technology: 4%
Preliminary Freshman Class Profile

- Class grows by 2.8% (projected growth 1%)
- Class composition changes
  - Non-NYS: 53%
  - Women: Even
  - AALANA: +10%
  - 3 score SAT: +14 points
  - 2 score SAT: +8 points
- Projected admit rate = 56% (-1%age point)
- STEM increases to 75% of entering class
- Volatile market
  - Demographic shifts
  - Yield shifts at the program level
  - All colleges relatively close to targets - some shifts at dept. level
Transfer Outlook

- Applications: Even. Deposits even.
- Current admit rate 30%; projected at 45%
- 50% of deposits expected after May 1
- Currently 321 with goal of 642
  - Women currently 40% of deposits
  - More in-state and regional than freshmen
- 45% entering in non-STEM areas
- 10% AALANA
Graduate Outlook

- Applications: +12%
- Current acceptance rate 46%; projected at 49%
- Current deposits are 665 (+26%)
- 38% of commitments expected after May 1
- Heavily global
- Deposits are fragile in this economic climate
- Economic downturn increases demand for full-time study
- 38-40% Women
- 6% AALANA
Summary

- RIT is well-positioned for fall 2012 and beyond
- Aspirational brand is critical to success
- Must continue to
  - aggressively expand geographic reach nationally and internationally
  - increase applications
  - lower the admit rate
  - manage yield
  - increase AALANA and Asian American enrollments
  - Increase representation of women; especially in STEM disciplines
  - ensure solid value proposition and competitive aid
Summary

• While outlook for fall is good; we must avoid complacency
  – Competition
  – Economic impact and resulting uncertainty
  – Upcoming demographic challenge

• Summer remains critically important to maintaining freshmen and growing transfer and graduate populations
  – Coordinated effort to avoid erosion of those committed to attend

• Thanks to the entire community; overall a very positive year!

GO TIGERS!!!